

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1228	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PO	SO
1228	_____	MO	PA
1240	_____		
1244	_____	RSM	RBM

RJR Reynolds
Tobacco Company

TO: Attn: Ron's

FROM: Buffalo RM

DATE: 11-11-97

RE: Please forward the followin
to appropriate KAMs/AMs/
RSM & RGM's

Thank you.

PAGE 1 OF 8
IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX,
PLEASE CONTACT (716)834-3143. THANK YOU

51851 8159

*L. E. MacWilliams*Region Operations Manager
Buffalo #1600

November 11, 1997

TO: Dennis Bellinger	Linda Porrey	Curt Moser
Marty Washburn	Helen Burke	Lonny Golin
Nick Kuruc	Joe Rago	Brian Coleman
Kevin Spurrier	Renee Duszynski	Cheryl Alessandra
Anthony Zecca	Peter Beard	Dave Keeney

RE: LEGISLATIVE NSS -
GENESEE & LIVINGSTON COUNTIES, NEW YORK

Ladies & Gentlemen:

Please reference the attached documents relative to NSS in the above named counties in New York state. It appears that the installation of security shields on cigarette displays will be acceptable in meeting requirements established by both counties. Advertising of tobacco products was not addressed by either county, therefore, we will continue to operate as usual.

Effective Dates:

Genesee County: December 1, 1997

Livingston County: November 24, 1997

Note: I have requested clarification from Suzanne Jabbour (RJR Law Dept.) relative to effective date as attached document is unclear - I will advise ASAP if date is different than noted.

Attached are spreadsheets of both chain and independent retail stores that reside in both counties for your convenience. KAMs/AMs responsible for chain headquarter points should communicate specific action plans relative to merchandising/contract plans for their respective chains.

Thank you in advance for your attention to this matter. Please do not hesitate to contact me if I can be of assistance.

Sincerely,

*Lori MacWilliams*L.E. MacWilliams
ROM/#1610
letbcc: ROM's
ROM's
DM's
RM's
SR's
RR's
D. DeRose
lem10-97.doc

51851 8160